

FSC-524-A	12/30/94	TO: ROM / PRC
SUBJECT: DORAL Big Brand Presence		
DISTRIBUTION:		
X	AVP	X CAM
X	RM	X Reg.Mil.Mgr.
X	RBM	DM
X	ROM	

DM	T&D	REP
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	SO
RM	PC	MS
1240	1242	SAM

In order to assist you in creating a "big brand" presence on DORAL in 1995, the following items will be available to you:

- DORAL Box Emphasis Kit - Item #481694 - Available January 15, 1995
Allocated to 9 Box regions only.

Includes: 2 - 5x3 Banners
5 - 2-Row Gravity Display Cards
5 - 4-Row Gravity Display Cards
5 - 24" Pack Merchandiser Cards
5 - Dump Bin Cards
5 - Counter Riser Cards
10 - Large PPD Cards

POS is DORAL Box specific and should be used to maintain momentum after your introduction efforts.

- DORAL Menthol Emphasis Kit - Item #481745 - Available January 15, 1995
NON ALLOCATED - PLEASE ORDER IN REALISTIC QUANTITIES.

Includes: 2 - 5x3 Banners
5 - 2-Row Gravity Display Cards
5 - 4-Row Gravity Display Cards
5 - 24" Pack Merchandiser Cards
5 - Dump Bin Cards
5 - Counter Riser Cards
10 - Large PPD Cards

POS is DORAL menthol specific and should be used where savings menthol activity occurs.

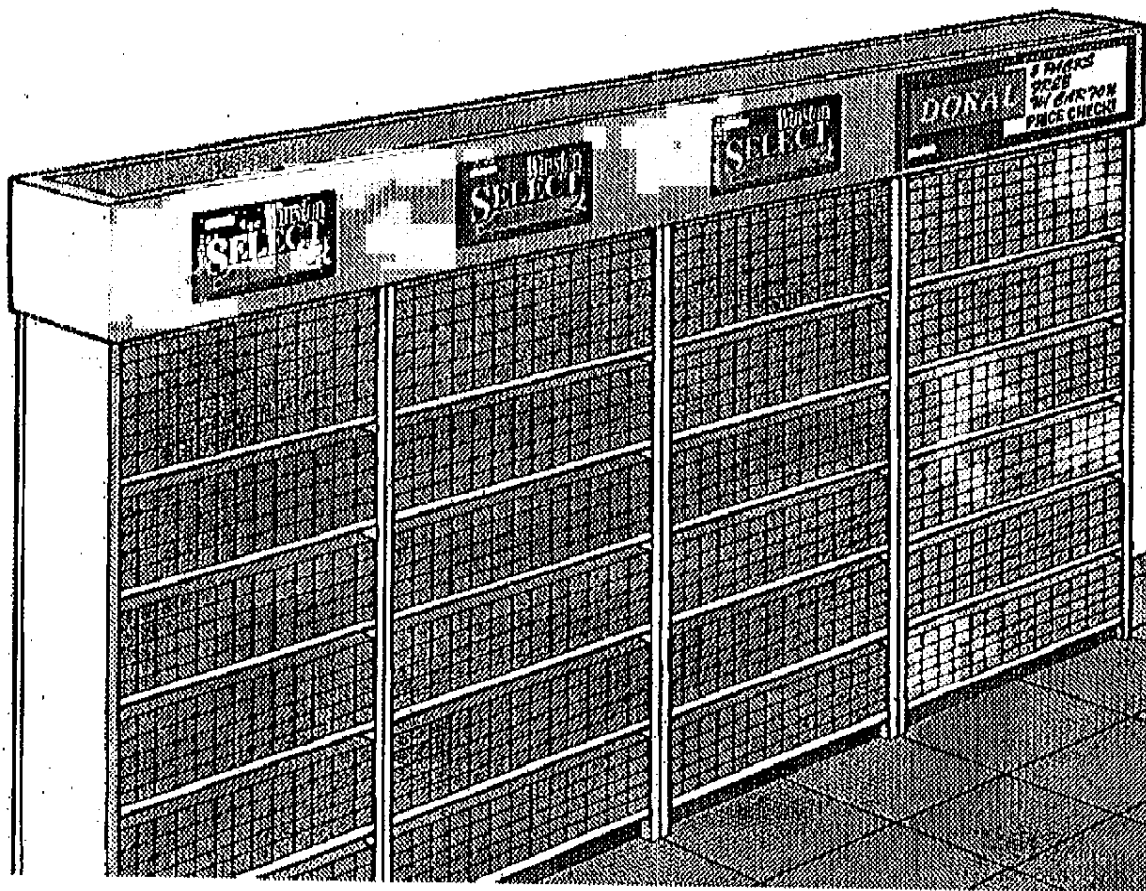
- DORAL Large Canopy Card - Item #478331 - Packed 10
Allocated to all regions. Available immediately. This card can be placed in enhanced canopies to draw attention to price promotions or on shelf product offers. Dimensions: 14" x 48"

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

51850 3756

DORAL Large Canopy Card - Item #478331



SKU Pack: 10

The DORAL Large Canopy Card can be used to identify on-shelf promotions, special discount pricing, or everyday low price when our flex unit is in a lobby or non self-service position. This card should be placed in the rails of the enhanced canopy or taped to the rails of the standard canopy. Do not cover full-price POS when placing this sign. Please use your 3" fonts to communicate your promotion/price messages.

51850 3757